

HILTON ROCKVILLE HOTEL

HOSTED BY THE MONTGOMERY COUNTY DEPARTMENT OF LIQUOR CONTROL

2018 RESPONSIBLE RETAILING FORUM



THE 8TH ANNUAL NATIONAL
CONFERENCE
APRIL 21-22

MESSAGE FROM HOST:

MONTGOMERY COUNTY DEPARTMENT OF LIQUOR CONTROL



WELCOME to the 8th Annual Responsible Retailing Forum!

On behalf of Montgomery County Executive Isiah Leggett and the Montgomery County Department of Liquor Control, I welcome you to the Hilton Washington DC/Rockville Hotel & Executive Meeting Center.

The Montgomery County Department of Liquor Control is pleased to host the 8th Annual Responsible Retailing Forum, which has become a premier national conference. This year, an impressive group of participants --- including public and private stakeholders, Attorneys General, regulatory and enforcement agencies, public health advocates and researchers, retailers, industry producers and distributors --- are gathering to collaborate on best practices regarding responsible retailing. This year's conference will focus on examining community relationships essential to successfully promoting collaboration.

As a control jurisdiction, Montgomery County is directly involved in the wholesale and retail distribution of beverage alcohol in our community. We support approximately 930 privately-owned and operated licensed establishments consisting of restaurants, taverns, country clubs, delis & carry-outs, and private clubs. The residents and taxpayers of Montgomery County benefit in two major ways from the operation of this control system: 1. the social costs associated with the abuse and misuse of alcohol are lower in control jurisdictions than in "open" jurisdictions; and, 2. the per-capita revenue generated through the sale and distribution of alcohol is far higher in control jurisdictions. During the eight years the Responsible Retailing Forum has been meeting, our Department of Liquor Control has contributed over \$182,000,000 of net profits (generated from our non-tax supported operations) into the Montgomery County General Fund. These funds have supported basic public services for all of our residents.

We at Liquor Control are proud that we are able to contribute to the quality of life we enjoy in Montgomery County. Our community is home to over 900 ethnically-diverse restaurants and dining destinations, world-class shops, superior performing arts venues, vibrant urban centers and significant, viable agricultural green space. So, enjoy your stay in Montgomery County, Maryland, and I wish you a successful conference here at the 8th Annual Responsible Retailing Forum!

Sincerely,
George F. Griffin
Director
Montgomery County Department of Liquor Control
Montgomery County, Maryland

CONFERENCE AT A GLANCE

Wednesday, April 21, 2010

7:00 - 9:00 AM	Breakfast, <i>Atrium</i>
8:00 - 11:00 AM	Registration, <i>Plaza Foyer</i>
9:00 AM	Welcome: Isiah Leggett, Montgomery County Executive and George Griffin, Montgomery County Department of Liquor Control, <i>Plaza III</i>
9:15 - 10:30 AM	RRF 101, <i>Plaza III</i>
10:40 - 11:50 AM	Creating levels of collaboration and cooperation, <i>Plaza III</i>
Noon	Lunch, <i>Atrium</i>
1:00 - 2:20 PM	What should retailers do? <i>Plaza III</i>
2:30 - 3:30 PM	The effectiveness of responsible retailing, <i>Plaza III</i>
3:45 - 4:15 PM	What really happens at the point of sales? <i>Plaza III</i>
4:15 - 5:00 PM	WalMart/Sam's Club, <i>Plaza III</i> Notes from the UK, <i>Plaza III</i>
5:00 PM	Reception, <i>Atrium</i>
6:00 PM	Dance Performance: Culkin School of Traditional Irish Dancing, <i>Atrium</i>

Thursday, April 22, 2010

7:00 - 9:00 AM	Breakfast, <i>Atrium</i>
8:30 - 9:40 AM	Working breakfast sessions (bring your meal) Retailers Work Group <i>Monroe</i> On-Premise Work Group <i>Truman</i> Community Work Group <i>Wilson</i>
9:50 - 10:30 AM	Phase 1 finding from RRF RR systems projects, <i>Plaza III</i>
10:40 - 12:00 PM	Insurance / liability as drivers of RR, <i>Plaza III</i>
Noon	Lunch, <i>Atrium</i>
1:00 - 1:40 PM	Issues in over-service, <i>Plaza III</i>
1:45 - 3:15 PM	A "social contract" for alcohol beverage licensees, <i>Plaza III</i>
3:15 - 3:45 PM	Readers Choice: topics from the registration survey, <i>Plaza III</i>
3:45 PM	Priorities and opportunities for the next year, <i>Plaza III</i>
4:00 PM	Conference ends

Many significant changes for RRF to report since our last national meeting. All good.

RRF has moved to offices in Waltham, MA. We began as a project at the Heller Graduate School, Brandeis University and the Florida Center for Prevention Research, Florida State University, and have been part of the Heller School since 2003. But as RRF's activities expanded beyond sponsored research, and as it took on a separate legal identity as a non-profit organization with a separate Board of Directors, RRF could no longer remain embedded within Heller. The physical move was less challenging than separating from the university internet and IT system. Today, however, managing as a separate non-profit is mercifully simpler than managing RRF through a university.

A second change derives from two awards from the National Institutes of Health. As we had hoped, RRF received a Small Business Innovation Research award from the National Institute of Drug Abuse to build upon its pilot studies in IA, MA and NM to develop sustainable RR systems for cities and states. We were also fortunate to receive a second SBIR award, issued by the National Institute on Alcohol Abuse and Alcoholism, to adapt our model for use by prevention agencies. Nine state alcohol regulatory agencies are partnering with RRF in developing controlled trials of these models.

A third significant change is a valued addition to RRF. Pilo Bueno, who had directed the prevention programs in New Mexico through that state's contractor, ValueOptions NM, has joined RRF as the Director of Prevention Services. Pilo is a skilled prevention professional and a gifted communicator who will take on a leadership role in RRF in achieving the objective that was established in our Pittsburgh meeting in 2008: enhancing collaboration between retailers and public health and prevention.

That commitment made in the Pittsburgh meeting to strengthen the relationships among retailers and their distributors/suppliers and public health and prevention is a reminder that programmatic objectives of RRF are established through the suggestions and commitments of our participants. I'm eager to learn what opportunities may emerge from our meeting in Rockville.

Let me end with enormous thanks to the Montgomery County Dept. of Liquor Control for the remarkable work of its staff in developing and conducting this year's meeting.

BRAD KREVOR

AGENDA

DAY 1: Wednesday, April 21, 2010

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| 7:00 - 9:00 AM | Breakfast, Atrium |
| 9:00 AM | Welcome, Plaza III
Isiah Leggett, Montgomery County Executive and
George Griffin, Montgomery County Department of Liquor Control |
| 9:15 - 10:30 AM | RRF 101, Plaza III
An overview of RRF and what has been learned in its field projects and policy work groups since 2003; and the questions/issues that are facing the field
<i>Presenter: Brad Krevor, Ph.D., RRF</i> |
| 10:40 - 11:50 AM | Creating Levels of Collaboration and Cooperation, Plaza III
Establishing cooperation between public health/prevention organizations and retailers and their associations, distributors and suppliers, in preventing under age alcohol sales and use in an explicit goal of the STOP Act and the state coalition funded by that act. This panel will examine: <ul style="list-style-type: none">• Models of cooperation and conflict• How can barriers to cooperation be overcome?• Proactively building relationships• Can SAMHSA / federal stakeholders facilitate cooperation? <i>Facilitator: Pilo Bueno, RRF</i>
<i>Presenters: Kathie Durbin, Montgomery County Dept. of Liquor Control; Steve Waldo, Vermont Dept. of Liquor Control; Costella Green, Center for Substance Abuse Prevention, SAMHSA</i> |
| Noon | Lunch, Atrium |
| 1:00 - 2:20 PM | What should retailers do? Plaza III
Retailers understand clearly what they should not do, i.e. sell or serve underage customer. What retailers are not so clear about is what to do to be responsible members of their community. Panelist representing public health and prevention, attorneys general and state regulators will examine: <ul style="list-style-type: none">• What are the priorities of community-based public health/prevention?• What retailers can do? <i>Presenters: Janet Evans, Federal Trade Commission; Alan Lieberman, California Office of the Attorney General; Shawn Walker, Virginia Dept. of Alcohol Beverage Control</i> |
| 2:30 - 3:30 PM | The effectiveness of Responsible Retailing, Plaza III
Dr. DiFranza, who launched the study of youth access to tobacco, will present his research on the federal Synar program and the effect of retailer compliance upon reducing adolescent uptake of tobacco. Dr. DiFranza will also present a new understanding of adolescent tobacco dependence based upon his own research on young tobacco users.
<i>Presenter: Dr. Joseph DiFranza, MD, UMASS Medical Center</i> |
| 3:45 - 4:15 PM | What really happens at the point of sales? Plaza III
Law enforcement compliance checks, and mystery shopper programs, employ specific protocols to test retailer behavior. But are these protocols addressing the actual, prevalent problems of underage access?
<i>Panelists: William Chandler, Ph.D., NC Alcohol Law Enforcement; Pete Madland, WI Tavern League; Frederick Mahony, MA Alcohol Beverage Control Commission</i> |

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AGENDA

DAY 1 Continued: Wednesday, April 21, 2010

4:15 - 5:00 PM

WalMart/Sam's Club, Plaza III

A project to educate tobacco retailers on the new FDA requirements through Sam's Club
Presenter: Chad Brown, WalMart; Vince Macy, Sam's Club

Notes from the UK, Plaza III

An update on the challenges faced by licensees in the UK and potential areas of collaboration with the US

Presenter: Cathie Smith, British Innkeeper Institute

5:00 PM

Reception, Atrium

6:00 PM

Dance Performance- Culkin School of Traditional Irish Dancing, *Atrium*

DAY 2: Thursday, April 22, 2010

7:00 - 9:00 AM

Breakfast, Atrium

8:30 - 9:40 AM

Working breakfast sessions (bring your meal)

1. Retailer work group: FDA update *Monroe*
2. On-premises RR Report work group *Truman*
3. College/community RR *Wilson*

9:50 - 10:30 AM

Phase 1 Findings from RRF's RR systems projects, Plaza III

RRF has received two Small Business Innovation Research awards from NIH to develop community and state based RR systems through a direct services model (in MA, NM, CA, WI) and a prevention agency model (in MD, PA, VT, UT, MT). This update will present Phase 1 results—interviews/focus groups with (a) regulators, (b) retailers, and (c) prevention agencies, and plans for Phase 2 testing of the RR business improvement model in nine states

Presenter: Brad Krevor, Ph.D., RRF; Pilo Bueno, RRF; Tom Williams, Bottles!

10:40 - 12:00 PM

Insurance / Liability as drivers of RR, Plaza III

Can alcohol liability serve as a driver of adoption of Best Practices? The insurance landscape and the potential for insurance premium discounts for licensees that adopt RR practices will be examined.

Facilitator: Mark Willingham, Alcohol Solutions, LLC

Presenters: Steven Igou, Igou & Smith; Mark Willingham, Alcohol Solutions, LLC

Noon

Lunch, Atrium

1:00 - 1:40 PM

Issues in Over-Service: The "Do Not Sell List" Approach in Green Bay, WI, Plaza III

Presenter: Lt. William Bongle, Green Bay (WI) PD

1:45 - 3:15 PM

A "social contract" for alcohol beverage licensees, Plaza III

The perspectives of regulators and law enforcement in providing mitigation or other incentives to licensees that adopt RR practices

Panelists: Kathie Durbin, Montgomery County Dept. of Liquor Control; Frederick Mahony, MA Alcohol Beverage Control Commission; Doug Murakami, Utah Dept. of Alcohol Beverage Control

3:15 - 3:45 PM

Readers Choice: topics from the registration survey, Plaza III

3:45 PM

Priorities and opportunities for the next year, Plaza III

4:00 PM

Conference ends

More on the Irish Dance Performance

The Culkin School was founded in 1997 and currently enrolls more than 400 students. The school works to preserve the unique tradition of Irish music and dance and pass it on to new generations of dancers. Competition and performance are not the focus of the school, but students are prepared so that they will be able to compete and perform with success and pride. A secondary goal of the school is to share Irish music and dance with the Baltimore and Washington, D.C. area community by participating in a variety of local events and performances.

For more information visit www.culkinschool.com



2010 RESPONSIBLE RETAILING FORUM WWW.RRFFORUM.ORG

Conference Support:

RRF would like to thank the Montgomery County Department of Liquor Control for its generous commitment of staff and resources and for providing registration fees for Maryland attendees and others.

Other Conference Support has been Provided by:

Diageo
MillerCoors
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Conference Agenda Committee:

Many thanks to Chad Brown, WalMart; Pilo Bueno, RRF; Kathie Durbin, Montgomery County Dept of Liquor Control; Doug Murakami, Utah Dept of Alcohol Beverage Control; Diane Wagner, MillerCoors; and Tom Williams, Bottles! for developing the agenda for this year's conference.